

For Immediate Release

KSK LAND UNVEILS 8 CONLAY SIGNATURE SALES GALLERY

Over 70 % Tower A Of YOO8 Serviced By Kempinski Reserved

Kuala Lumpur 18 November 2015 - KSK Land Sdn Bhd (KSK Land), the property arm of KSK Group Berhad, today unveiled the signature sales gallery for 8 Conlay, the company's maiden development. The developer simultaneously presented the show units for YOO8 serviced by Kempinski, the branded residences at the 8 Conlay development.

Standing strategically in the heart of Kuala Lumpur's bustling golden triangle, 8 Conlay is a mixed-use development project with an estimated Gross Development Value (GDV) of RM 5.4 Billion targeted for completion by end of 2020. The development comprises of two YOO-interior designed branded residence towers of 57- and 62-storey blocks that will be connected via two sky bridges at level 26 and 44. The development is complemented by a 68-storey five-star hotel, serviced suites and a lifestyle retail component. Europe's oldest luxury hospitality group, Kempinski Hotels will provide services for the branded residence towers as well as managing the hotel tower.

Speaking during the launch event, KSK Land Managing Director, Joanne Kua explained, "Today's property buyers demand homes that truly reflect their lifestyles, and we are collaborating with the finest architect, interior designers and landscape architect to make 8 Conlay an elite and aspirational address for discerning home buyers and investors."

Kua explained that 8 Conlay offers much more than a stylish address. "It is a one-of-a-kind development that redefines urban living through three main elements – liveable architecture, world-class designs and bespoke personalized services," she said. Phase one of 8 Conlay features branded residence units known as YOO8 serviced by Kempinski.

YOO8 serviced by Kempinski comprises two spectacular towers of 1,062 luxury branded residences ranging from one to three bedroom units. Tower A of YOO8 will feature 564 units covering 700 per square foot to 1,308 per square foot selling at an average price of RM 3,200 per square foot. Meanwhile, Tower B of YOO8 will feature 468 units.

“We have been encouraged by the positive response received for YOO8 serviced by Kempinski, both locally and from abroad. For many buyers of branded residences, they are looking for a ‘trophy’ home that perfectly blend finest designs with superb facilities and services, and YOO8 has been designed to fulfill this need. Branded residences also deliver exceptional value as they normally command better capital yield for the longer term,” added Kua.

KSK Land has teamed up with *crème de la crème* brand partners including YOO, an internationally celebrated design company; Ar Hud Bakar, a visionary architect from Malaysia; TROP, the leading landscape design firm from Bangkok; and last but not least, Kempinski Hotels, the artisans in five-star luxury hospitality; to create luxurious branded homes totally unique to the Malaysian market that people have yet to experience.

Kua believes one of the most important selling points for YOO8 branded residences is the ‘trust’ and added values associated with the brand partners. “YOO8 is designed to offer unmatched luxury lifestyle experiences. The ability to identify with respected brands like YOO and Kempinski Hotels, gives buyers confidence in the quality of the development and its ongoing management,” Kua explained.

Targeted at high net worth individuals and young professionals, Tower A of YOO8 serviced by Kempinski is fully-fitted complete with interior decorations and furnishing by globally renowned interior designer, Steve Leung & YOO. This landmark development will feature Steve Leung & YOO’s designs that integrate the essence of nature as reflected in the Eastern Chinese philosophy by incorporating both water and wood elements.

Steve Leung is internationally lauded as one of the world’s leading architects and designers, with a distinctly unique character of minimalism and a skillful infusion of Asian culture and arts, resulting in rich and textured environments. “Steve Leung & YOO” is a unique collaboration between Steve Leung and YOO, which was founded by property entrepreneur John Hitchcox and award-winning designer, Philippe Starck, in 1999.

Commenting on YOO’s first project in Malaysia, Chairman and Co-founder, John Hitchcox said, “YOO is renowned for creating homes that inspire people to live better through quality design, and we expect this project will be no exception. Steve Leung and his team of designers will be able to bring more than just global ideas to the project. We have no doubt that YOO8 will set a new benchmark for luxury living experiences in Malaysia.”

Residents of these elegant branded homes will have access to a variety of personalized services offered by Kempinski – from a la carte hotel services such as housekeeping and valet services, to general concierge services provided by professionally trained staff. In addition, they can enjoy innovative amenities from green gardens with private decks and a hanging jogging track, swimming pools, a private gym, to a rooftop sky lounge and bar.

Commenting on the partnership with KSK Land, Kempinski Hotels' Chief Executive Officer, Alejandro Bernabé said, "Kempinski is proud to partner with KSK Land and expand the group's presence in Malaysia. At Kempinski, we consider each new potential project on an individual basis, and we aim to grow our portfolio very selectively. For example, we need to ensure we share the owner's vision for a new hotel, or if the destination will appeal to our existing, loyal client base, and we want to ensure that Kempinski is positioned as the market leader or make it so unique that it can't be compared to other hotels in the destination."

"We look forward to a successful partnership with KSK, and a bright future in Southeast Asia in general, and in Malaysia and Kuala Lumpur in particular. We envision YOO8 to be luxurious homes that stress quality services and comfort above anything else," continued Bernabé.

"Creating extraordinary living spaces is what we do. KSK Land is formed on this philosophy and our job here is to create something extraordinary for 8 Conlay," concluded Kua.

To know more about 8 Conlay and YOO8 serviced by Kempinski, home buyers and investors can visit the show gallery at No. 8, Jalan Conlay, 50450 Kuala Lumpur, or visit www.8conlay.com.

About KSK Group

KSK Group Berhad ("KSK") is incorporated in Malaysia and its principal activity is that of investment holding. KSK has presence in the general insurance business in Indonesia and Thailand, via PT. KSK Insurance Indonesia and KSK Insurance (Thailand) Public Co. Ltd. respectively.

KSK Group expanded into the property development market in Malaysia through KSK Land Sdn Bhd its property development subsidiary. KSK Land's maiden project, the 8 Conlay is an integrated development, comprising branded residences, a 5-star hotel and a retail component located at Jalan Conlay.

For more information, please visit our website at www.kskgroup.com or www.kskland.my

About YOO

YOO is a pioneering vision for living and the result of a partnership between property entrepreneur John Hitchcox and the world's most celebrated designer, Philippe Starck. YOO Creative Directors also include Jade Jagger, Kelly Hoppen, Marcel Wanders and Steve Leung who has recently been elected as the President of the International Federation of Architecture and Interior Design.

Since 1999, YOO has worked with the world's most visionary developers to design residential and hotel projects in over 30 countries throughout Asia, Australia, Europe, Africa, North and South America and the Middle East

About Kempinski Hotels

Created in 1897, Kempinski Hotels is Europe's oldest luxury hotel group. Kempinski's rich heritage of impeccable personal service and superb hospitality is complemented by the exclusivity and individuality of its properties.

Kempinski now comprises a portfolio of 78 five-star hotels in 33 countries and continues to add new properties in Europe, the Middle East, Africa and Asia. Each one reflects the strength and success of the Kempinski brand without losing sight of its heritage. The portfolio includes historic landmark properties, award-winning urban lifestyle hotels, outstanding resorts, and prestigious residences. Each one imbues the quality guests have come to expect from Kempinski while embracing the cultural traditions of its location. Kempinski is a founding member of the Global Hotel Alliance (GHA): the world's largest alliance of independent hotels.

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